



Board of Directors Meeting

Monday, July 19, 2010

8:00 a.m. – 5:00 p.m.

Chula Vista Resort

I. Call Meeting to Order

Tim

II. Introductions/Breakfast

Present – Sara Baird, Holly Gregory, Tim Fandek, Carl Hert, Scott Kolb, Keegan O'Brien, Andrea Sapon, Sue Schleicher, Sarah Hart Olson, (State Officers) Anna Kasinski, Aaron Eklund, and Kayla Hill

Not Present – Jesse Warner

STATE Officers (Aaron, Anna, Kayla)

State Officer Goals...

MDA goal of \$80,000 this year

Member of the Month-going to be aggressive in marketing

Social Media Plan-Youtube, Facebook (tagging and pictures) and Twitter

Website info, State Officer Video

State Officer Recruitment through current officers

100 hours and Acts of Kindness

III. Welcome From the Chula Vista Resort—Tour

Rebecca

Rebecca previewed the facilities before the tour. Site works well for 2,500 students housed at 6/8 in a room. That would make DECA 80% of hotel capacity.

IV. Old Business

a. Approval of Minutes—May 27, 2010 Teleconference

Tim

Motion to approve – Sarah Hart Olson

2nd – Carl Hert

Motion carried

b. Online Registration Update

Sara/Holly

Substantial changes for registering students and registering for event.

- i. **Membership** – Sarah B - we will be using the same company (DLG) that National DECA will be using. Advisors will go to the national site and directly upload the students.

Tim – how will invoices work? Sara B – Membership deadline – Nov 15th. National DECA will invoice once a month. The individual chapters will pay directly to national DECA.

- ii. **Event** – online event registration through DLG – (cow was the last event we were doing registration in the old system) – New system is totally web-based so Holly can use it.

One thing to remember – every single conference has a different web address. The direct links to each site will be in the WIDECA handbook.

Tim – can the chapter ID, district, information be in the system after entering it once?

Sarah H.O. – can the students that do not graduate be on the system for the next year? So we can edit our lists and not have so much to input each year?

c. 2010-2011 Competitive Events

Sara/Holly

New Event: Marketing Communications Team

Changes:

- Students can use sound for written and prepared events
- Students can have interaction with the judges – can have things to the judge

Performance Indicators –

d. Re-Branding DECA Diamond & 2010-2011 Theme

Sara/Holly

Holly - 4 points of the DECA diamond and DECA creed are “historical”.

Discussion on how you can use the logo – what is acceptable?

Decided that the board position is that... This is a great teachable moment about corporate culture. Items not for resale are o.k? decided to table the discussion for the August meeting.

Holly – you cannot give the DECA logo to another vendor to use for apparel?

e. SCDC Judge Luncheon Update

Andrea

Andrea – goal to make \$10,000 for scholarships.

\$25 from each judge

\$150-200 gift basket from each chapter

Informational brochure was sent out to chapter in late June

Marketing of the luncheon has already started and will be focused in the next e-letter
Jennifer and Scott showed a bit of overall concern for the entire idea... Andrea tried to reassure them that Ryan and Christine are professionals and that we need to do this in order to raise funds!!! Andrea voiced her concern for raising funds for student scholarships...this is the best option. Holly voiced concerned for the school baskets.

Sara restated the absolute need for this for survival sake and we have to start with baby steps. Andrea brought up the fact that Outback just cancelled for Writers Workshop this year...first time in ever in 10 years! We need to think on how we possibly structure writers wksp. Maybe meet for one day only and have writers go back to their respected communities and utilize any business industry contacts to poof events. This would also cut meal costs...saving us \$\$\$\$ ☺

f. Chapter Officer Workshop

Holly

Excited to be hosting her first COW. 150 peeps registered for the conference. Flash report should be sent out tomorrow. Sara voiced her concern for the dwindling numbers in attendance. Sara asked Carl, Keegan, and Tim why they do not participate in WI DECA's COW? From what it sounds like as advisors do we want something that is packaged vs something that tailored to your chapter? A discussion on Focus Training resulted in discussing COW.

V. Lunch Break—Breakout Topics—Quota & SCDC

VI. New Business

a. Calendar of Events/Online Calendar

Sara

Dpi.mhsoftware.com - A great online calendar to organize all events throughout all CTE programs. If an individual program wants to have their events posted they should contact Sara B.

Wimea.org – is finally live with curriculum links

b. Scholarship Update/Goals

Andrea

The foundation is very committed to obtaining scholarships. Ultimate goal is to raise \$100,000 over 5 years. Andrea is working with board members to identify businesses that are DECA friendly and prospect DECA friendly business to show how they can partner with the foundation.

Sara – diversification of funding – board members are writing grants, fundraising packet. The foundation has been developing partnerships with advisors that want to share connections.

It has been a major struggle to get funding.

There is a problem with schools not accepting scholarships. This year there will be a deadline for scholarship acceptance and thank you note review.

c. Event budget format overview

Sara

Asked to reference event budget handouts.

This will serve as a budget for wdeca and will be used to communicate to the board and stakeholders.

Tim – when looking at a budget, at what time do we cut an event because of low attendance and / or revenue loss?

New statement is easy to read and liked by all.

Aged receivables are looking good. But DPI has gotten a little behind in invoicing.

d. Current/Future Board Members—Reference Bylaws

Tim

We are losing 4 board members this year, we need to look at the bi-laws and make sure that we are following them correctly. Because we will go back to 7 board members, we will lose 3, then elect 3, lose 2 and elect 2, and lose 3 and elect 3.

The last board meeting for outgoing members is the October teleconference.

September the nominations for new members and voting takes place in October. The newly elected members will attend their first meeting in Feb.

Past president is a voting member of the board, they stay on one year past their term is ended, they serve as a mentor to the existing president.

e. Quota System Discussion

Tim/Board

-See Tim's Notes from Overhead

Sarah H.O – Motion for each district to enter their numbers into the spreadsheet to see how this effects every chapter. This needs to be completed by Monday, Aug 9th. We'll then have a conference call with district coordinators. Tim is going to do a mock up of what this would look like in the DECA handbook / state handbook.

f. SCDC possible Changes

Tim/Board

i. Length of Conference

How do you want to change the conference?

- Online testing? – how do we pilot it? At districts? At state?

- Sarah Hart Olson - Motion made that Sara B will create a testing packet of information for how online testing works. The board will provide this information to all districts with the disclaimer that ICDC will implement online testing in 2012, SCDC will implement in 2013, After the 2012 districts will not be able to purchase tests from the state. Each district will be encouraged to implement online testing in 2011 or 2012.

- 2nd by Keegan - motion carried

- Keynote at conference? Let's not do it. Study time is very needed. The study time will be put on the agenda. Board members will communicate this with their individual districts and at the first advisor meeting.

Keegan motioned to eliminate
2nd by sarah – motion carried.

- Table the idea of having students only compete in one series or written project.
- Motion made, seconded and carried to eliminate comedy sports, add d.j and add an easy networking activity during the informal banquet.

ii. **School Based Enterprise (Carl)**

- Carl is going to work up an idea that is a replica of ICDC. The schools would compete for recognition on stage.
- Motion made, seconded, and carried to discuss and brainstorm how this will work

iii. **Other?**

g. **Call for Agenda Items—Reference Handouts 1-4**

Tim/Board

- Handout one –
 - X2 at ICDC events – Andrea is going to take care of
 - Econ / math – 75% / 25%
 - Table the idea adding 30 min to the exam for another time
 - Leadership lab can have business content, it is in the works
 - ICDC scores will be reported when we go to online testing.
- Handout two –
 - Can you compete in only a manual or only a competitive event - This is an interesting topic and we will address it in 2012 when we look at changing the state conference
 - Quota of 4 – a new quota formula is being proposed that will accommodate this
 - Problem schools on probation – in extreme circumstances maybe. Chapters are held accountable, advisors and administrators are dealt with. The problem is dealt with and then everyone moves on. Local advisors handle their own issues. Do we want to implement some sort of procedure? We are currently dealing with this on a case by case basis. Potentially, board members should be available for “mediating” issues if they come across.
 - Principles of Business – do we want to be consistent with ICDC? No we need to keep it as fresh / soph only, however must be first year members.
- Handout three –
 - The quota system will always be partially based on membership
- Handout Four –
 - Maybe a shorter writers workshop? Do we even need to have a writer's workshop? Maybe we won't write events? Maybe some education for advisors?
 - Could we just tweak the existing events?
 - We will have a comparison and discussion at writer's workshop 2010. Potentially pursue a larger searing committee in the fall.

h. **Additional Topics?**

Writers workshop -

VII. **Set 2010-2011 Meeting Dates**

Tim

3September – tele / skype / whatever – Wednesday September 29th. 3-5

Feb 11th, 2011 – the Crown Plaza
May 19th – 3-5
July – 18th, all day

VIII. Thanks & Appreciation to leaving Board Members: Scott/Keegan/Jennifer/Jessie

IX. Adjourn Meeting

Tim